

Communication Specialist



Job Code: 1261
Grade: 129
Reports to: Director of Community & Public Relations
Salary Range: \$52,171 – \$80,028
FLSA Status: Exempt

GENERAL STATEMENT OF DUTIES

Performs difficult professional and technical work developing, producing, and disseminating communication materials to a wide variety of audiences in diverse formats; does related work as required.

DISTINGUISHING FEATURES OF THE CLASS

An employee in this classification is responsible for supporting the City's communication strategies by ensuring that written materials in a variety of formats are well-composed, accurate, and timely. The employee works under general supervision in accordance with broad organizational guidelines, with wide latitude for independent judgment as to details and execution. Work is reviewed and measured based on reports, conferences, and observation and evaluation of results achieved.

ESSENTIAL FUNCTIONS

Composing, editing, managing, and executing communication materials; assisting in the development and implementation of communication strategies; facilitating communication campaigns; responding to information inquiries; maintaining records and files.

EXAMPLES OF WORK

- Writes press releases, newsletters, calendar announcements and blogs.
- Conducts proofreading and editing of City communications.
- Prepares communications formatted specifically for electronic media.
- Creates and executes communication campaigns.
- Assists with advertising copywriting and television script writing.
- Develops, prepares and/or consults with others on reports and strategic plans.
- Coordinates the flow of information between various internal media outlets.
- Drafts speeches and talking points for presentation to the community by senior management and elected officials.
- Consults with City staff on communications and marketing projects.
- Responds to requests for information from the public.
- Coordinates photographic coverage of City events and an image storage/retrieval system.
- Assists with print production as necessary.
- Maintains media and other resource contact lists.
- Pitches stories to the media.
- Performs related tasks as required.

REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES

- General knowledge of theories, principles, practices, and techniques of communication planning.
- General knowledge of City organization, operations, policies, and procedures.
- Knowledge of English usage, spelling, grammar, and punctuation used by various media.
- Knowledge of and skill in the use of digital photography, including the ability to manipulate images.
- Knowledge of and the ability to use social networking and viral marketing tools.
- Skill in preparing and presenting information for diverse audiences.

- Ability to operate a personal computer using program applications appropriate to assigned duties and responsibilities, with strong skill in the Microsoft Office Suite and knowledge of the Adobe Suite, including InDesign and Photoshop preferred.
- Ability to communicate complex ideas effectively, clearly, and concisely, orally and in writing, in a variety of journalistic styles.
- Ability to proofread and edit across a variety of media.
- Ability to work quickly and accurately under tight deadlines.
- Ability to work independently with little oversight.
- Ability to exercise sound judgment in evaluating situations and in making decisions.
- Ability to quickly learn and put to use new skills and knowledge brought about by rapidly changing information and/or technology.
- Ability to prepare and present accurate and reliable oral and written reports, recommendations, and presentations following necessary research and analysis.
- Ability to interact professionally and cooperatively and establish and maintain effective working relationships with coworkers, City officials, media representatives, members of the business community, and the general public.

MINIMUM EDUCATION AND EXPERIENCE

Graduation from an accredited college or university with a Bachelor's Degree in Journalism, Communications, Marketing, or closely related field. Five (5) to seven (7) years of progressively knowledgeable and responsible experience in writing, editing, and proofreading, preferably within a municipal or public environment; or any equivalent combination of education, training, and experience.

WORK HOURS

Requires a minimum of 40 hours in a standard workweek. This is a salaried position; employee is expected to work the hours necessary to satisfactorily perform the duties of the position, including working and attending meetings outside of established business hours.

WORK CONDITIONS

- Light work requiring the exertion of up to 20 pounds of force occasionally, up to 10 pounds of force frequently, and a negligible amount of force constantly to move objects.
- Work requires fingering, grasping, and repetitive motions.
- Vocal communication is required for expressing or exchanging ideas by means of the spoken word.
- Hearing is required to perceive information at normal spoken word levels and to receive detailed information through oral communications.
- Visual acuity is required for depth perception, color perception, preparing and analyzing written or computer data, visual inspection involving small defects and/or small parts, use of measuring devices, determining the accuracy and thoroughness of work, and observing general surroundings and activities.
- The worker is subject to inside environmental conditions.

Updated FY 2012

This is a class specification and not an individualized job description. A class specification defines the general character and scope of duties and responsibilities of all positions in a job classification. The list of essential functions/examples of work, as outlined herein, is intended to be representative of the tasks performed within this classification. It is not necessarily descriptive of any one position in the class. The omission of an essential function does not preclude management from assigning duties not listed herein if such functions are a logical assignment to the position.

ACKNOWLEDGMENT OF CLASS SPECIFICATION

I acknowledge that I have read the class specification and requirements for the Communication Specialist position. I understand this class specification does not constitute an employment agreement between the employer and the employee and is subject to change as the needs of the employer and requirements of the position change.

Are you able to perform the essential functions of this position with or without accommodation?

☐ Yes ☐ No

Employee Signature

Date

The City of Gaithersburg is an Equal Opportunity Employer. In compliance with Equal Employment Opportunity guidelines and the Americans with Disabilities Act, the City of Gaithersburg provides reasonable accommodation to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.

City of Gaithersburg
31 South Summit Avenue
Gaithersburg, MD 20877
www.gaithersburgmd.gov

Human Resources Department
Phone: 301-258-6327
Fax: 301-258-6414
hr@gaithersburgmd.gov